MULTIMEDIA UNIVERSITY*

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023

DBS5624 – ELECTRONIC BUSINESS

(Diploma in Accounting)

4 OCTOBER 2023
2:30 p.m – 4:30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages with 5 questions only.
2. Answer **All** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

Sally wants to start a business online but she has very little knowledge about it. Help Sally understand the concepts of e-commerce by answering the following questions.

(a) Explain to Sally the difference between pure and partial e-commerce. Provide an example for each of them. [4 marks]

(b) Describe to Sally any **FOUR (4)** unique features of the e-commerce technology. [8 marks]

(c) Share with Sally **FOUR (4)** challenges or barriers of e-commerce that she might face. [8 marks]

(Total: 20 marks)

QUESTION 2

Aminah is very eager to start her own natural cosmetic products business online. It is very important for Aminah to understand the e-commerce business models, business concepts and business strategies in order to have a successful business.

(a) Explain to Aminah what a "Business Plan" is and briefly describe **THREE (3)** items that she must include in it. [8 marks]

(b) Suggest to Aminah **THREE (3)** revenue models in which she can generate income from. [6 marks]

(c) Recommend to Aminah **THREE (3)** ways in which she could raise capital for her natural cosmetic business. [6 marks]

(Total: 20 marks)

QUESTION 3

Michael is planning to launch an online business related to sports products and accessories but he is confused whether to consider using cloud computing services for his platform.

(a) Explain to Michael **FOUR (4)** benefits of incorporating cloud computing services in his e-commerce business. [8 marks]

(b) Suggest **THREE (3)** communication tools Michael should incorporate into his e-commerce business to create a better relationship with his customers. [6 marks]

(c) Propose to Michael **THREE (3)** Web 2.0 tools that he can use for his e-commerce business to share more information and get better views. [6 marks]

(Total: 20 marks)

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QUESTION 4

(a) Describe the **FIVE (5)** stages that a consumer goes through when making an online purchase. [10 marks]

(b) Explain **FIVE (5)** basic metrics that Facebook uses when evaluating their marketing results. [10 marks]

(Total: 20 marks)

QUESTION 5

(a) Explain what is meant by "B2B e-commerce". List **FOUR (4)** benefits of this type of e-commerce for businesses. [10 marks]

(b) Define "Business Analytics". In terms of a well-known bakery with multiple branches, list **FOUR (4)** ways business analytics can provide valuable information for improvements of the bakery business. [10 marks]

(Total: 20 marks)

End of Paper